

ORDER



Orders
Order / Rev: 711882
Alt Order #: 06306311
Product Desc: ROMNEY FOR PRESIDENT
Estimate:
Flight Dates: 09/07/12 - 09/10/12
Original Date / Rev: 09/06/12 / 09/06/12
Order Type: Political

WFMY-TV

Primary AE: Nick Welte
Sales Office: T-PHI
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney/ R / President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	81	\$19,570.00	\$16,634.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	81	\$19,570.00	\$16,634.50	0.00
Totals	81	\$19,570.00	\$16,634.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	09/10/12	09/10/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	M-----	:30	2	\$80.00	P-4	0.00	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			2		\$80.00		0.00				
E 2	WFMY	09/07/12	09/07/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	----F--	:30	2	\$80.00	P-4	0.00	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			2		\$80.00		0.00				
E 3	WFMY	09/07/12	09/07/12	CBS This Morning CBS This Morning	CM	8-10a	----F--	:30	2	\$60.00	P-3	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			2		\$60.00		0.00				
E 4	WFMY	09/10/12	09/10/12	CBS This Morning CBS This Morning	CM	8-10a	M-----	:30	2	\$60.00	P-3	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			2		\$60.00		0.00				
E 5	WFMY	09/10/12	09/10/12	M-F 10-11a M-F 10-11a	CM	10-11a	M-----	:30	2	\$50.00	P-4	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			2		\$50.00		0.00				
E 6	WFMY	09/07/12	09/07/12	M-F 10-11a Ellen M/Andy Griffit	CM	10-11a	----F--	:30	2	\$50.00	P-4	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			2		\$50.00		0.00				

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 Alt Order #: 06306311
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Advertiser: Romney/ R / President
 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WFMY	09/10/12	09/10/12	Price Is Right Price Is Right	CM	11a-12p	M-----	:30	2	\$140.00	P-3	0.00	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			2		\$140.00		0.00				
E 8	WFMY	09/07/12	09/07/12	Price Is Right Price Is Right	CM	11a-12p	----F--	:30	2	\$140.00	P-3	0.00	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			2		\$140.00		0.00				
E 9	WFMY	09/07/12	09/07/12	News2 at Noon News2 at Noon	CM	12-1230p	----F--	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			2		\$130.00		0.00				
E 10	WFMY	09/10/12	09/10/12	News2 at Noon News2 at Noon	CM	12-1230p	M-----	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			2		\$130.00		0.00				
E 11	WFMY	09/10/12	09/10/12	M-F CBS Soaps M-F CBS Soaps	CM	1230-2p	M-----	:30	2	\$160.00	P-3	0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			2		\$160.00		0.00				
E 12	WFMY	09/07/12	09/07/12	M-F CBS Soaps M-F CBS Soaps	CM	1230-2p	----F--	:30	2	\$160.00	P-3	0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			2		\$160.00		0.00				
E 13	WFMY	09/07/12	09/07/12	M-F 2-3p The Talk	CM	2-3p	----F--	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			2		\$100.00		0.00				
E 14	WFMY	09/10/12	09/10/12	M-F 2-3p The Talk	CM	2-3p	M-----	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			2		\$100.00		0.00				
E 15	WFMY	09/07/12	09/07/12	M-F 3-4p Let's Make a Deal	CM	3-4p	----F--	:30	2	\$95.00	P-3	0.00	NM	2	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			2		\$95.00		0.00				
E 16	WFMY	09/10/12	09/10/12	M-F 3-4p Let's Make a Deal	CM	3-4p	M-----	:30	2	\$95.00	P-3	0.00	NM	2	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			2		\$95.00		0.00				
E 17	WFMY	09/10/12	09/10/12	News 2 at 5 News 2 at 5	CM	5-530p	M-----	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			2		\$225.00		0.00				
E 18	WFMY	09/07/12	09/07/12	News 2 at 5 News 2 at 5	CM	5-530p	----F--	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			2		\$225.00		0.00				
E 19	WFMY	09/07/12	09/07/12	530-6p Andy Griffith 530-6p Andy Griffith	CM	530-6p	----F--	:30	2	\$230.00	P-3	0.00	NM	2	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			2		\$230.00		0.00				
E 20	WFMY	09/10/12	09/10/12	530-6p Andy Griffith 530-6p Andy Griffith	CM	530-6p	M-----	:30	2	\$230.00	P-3	0.00	NM	2	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			2		\$230.00		0.00				
E 21	WFMY	09/07/12	09/07/12	News 2 at 6 News 2 at 6	CM	6-630p	----F--	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Advertiser: Romney/ R / President
 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	WFMY	09/07/12	09/07/12	News 2 at 6 News 2 at 6	CM	6-630p	----F--	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		2			\$350.00			0.00			
E 22	WFMY	09/10/12	09/10/12	News 2 at 6 News 2 at 6	CM	6-630p	M-----	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		2			\$350.00			0.00			
E 23	WFMY	09/07/12	09/07/12	PA (M-F) PA (M-F)	CM	7-8p	----F--	:30	2	\$220.00	P-4	0.00	NM	2	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		2			\$220.00			0.00			
E 24	WFMY	09/10/12	09/10/12	PA (M-F) PA (M-F)	CM	7-8p	M-----	:30	2	\$375.00	P-4	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		2			\$375.00			0.00			
E 25	WFMY	09/10/12	09/10/12	News 2 at 11 News 2 at 11	CM	11-1135p	M-----	:30	2	\$250.00	P-4	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		2			\$250.00			0.00			
E 26	WFMY	09/07/12	09/07/12	News 2 at 11 News 2 at 11	CM	11-1135p	----F--	:30	2	\$200.00	P-4	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		2			\$200.00			0.00			
E 27	WFMY	09/07/12	09/07/12	US Open Tennis US Open Tennis	CM	US Open Tennis <11:00 AM-6:00 PM>	----F--	:30	4	\$125.00	P-3	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		4			\$125.00			0.00			
E 28	WFMY	09/08/12	09/08/12	Good Morning Show Sat Good Morning Show Sa	CM	6-9a	-----S-	:30	3	\$70.00	P-4	0.00	NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		3			\$70.00			0.00			
E 29	WFMY	09/08/12	09/08/12	US Open Tennis US Open Tennis	CM	US Open Tennis (12:00 PM-6:00 PM)	-----S-	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		4			\$200.00			0.00			
E 30	WFMY	09/08/12	09/08/12	PA (Sa) PA (Sa)	CM	7-8p	-----S-	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1			\$100.00			0.00			
E 31	WFMY	09/08/12	09/08/12	Sat Prime US Open Tennis	CM	8-10p (8:00 PM-10:00 PM)	-----S-	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		3			\$500.00			0.00			
E 32	WFMY	09/08/12	09/08/12	News 2 at 11 News 2 at 11	CM	11-1135p	-----S-	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1			\$200.00			0.00			
E 33	WFMY	09/09/12	09/09/12	Good Morning Show Sun Good Morning Show Su	CM	6-9a	-----S	:30	2	\$70.00	P-4	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		2			\$70.00			0.00			
E 34	WFMY	09/09/12	09/09/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	2	\$125.00	P-4	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		2			\$125.00			0.00			
E 35	WFMY	09/09/12	09/09/12	Face the Nation Face the Nation	CM	1030-11a	-----S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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WFMY-TV

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E 35	WFMY	09/09/12	09/09/12	Face the Nation Face the Nation	CM	1030-11a	-----S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	-----S	1		\$500.00	0.00							
E 36	WFMY	09/09/12	09/09/12	US Open Tennis US Open Tennis	CM	US Open Tennis	-----S	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	-----S	3		\$1,000.00	0.00							
E 37	WFMY	09/09/12	09/09/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	2	\$750.00	P-4	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	-----S	2		\$750.00	0.00							
E 38	WFMY	09/09/12	09/09/12	Sun Prime C The Good Wife	CM	9-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	-----S	1		\$1,200.00	0.00							
E 39	WFMY	09/09/12	09/09/12	Sun Prime D The Mentalist	CM	10-11p	-----S	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	-----S	1		\$900.00	0.00							
E 40	WFMY	09/09/12	09/09/12	News 2 at 11 News 2 at 11	CM	11-1135p	-----S	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	-----S	1		\$200.00	0.00							
Totals													81	\$19,570.00	